

CAC minutes for the meeting of November 16, 2023

CAC MEMBERS IN ATTENDANCE

Andrew Ross, Vice Chair, Denver Citizen Representative
Nona Shipman, Secretary, Public Interest Group Representative
Charley Garcia, Environmental Representative
Alan Hassler, West Slope Representative
Mike Eytel, West Slope Representative
Zach Parker, Denver Citizen Representative
Emily Meek, Suburban Customer Representative
Jim Fitzmorris, Homebuilders Representative

CAC MEMBERS ABSENT

Alyssa Quinn, Chair, Distributor Representative
Lisa Mathai, Denver Citizen Representative

DENVER WATER STAFF

Ashley Denault
Sara Behunek
Travis Thompson

MEMBERS OF THE PUBLIC

None

Opening Remarks

5:00 p.m. – 5:13 p.m.

- Approval of October minutes with noted changes and November agenda – Charley moved, Nona seconded, all in favor.
- Icebreaker (Andrew)
- Public comment – no comments.

CAC Business

5:13 p.m. – 5:17 p.m.

- Member Updates
 - Ashley – Tom Roode will be coming to the February meeting to discuss the High Line Canal.
 - Charley – The Uinta Railway proposal has encouraged updates on railway safety standards and guideline legislation that will be voted on. Charley will send other updates to Ashley.

Denver Water Presentation p.m.

5:17 p.m. – 5:58

- Media Relations, Travis Thompson, Communications Manager
 - Content Journalism: how we proactively tell Denver Water's story.
 - Trusted Source: showcase our expertise and people; increase our share of the conversation; build community with customers; and build our reputation.
 - Stories We Tell: about people, projects, places, issues.
 - Channels:
 - TAP - Denver Water news. Messaging, information, a hub for all things

- Denver Water from the last 5-7 years.
 - Newsletters – TAP headlines, Knowledge Drops, Water Use Reports
 - Publications – bill inserts are one of the main ways customers learn from Denver Water.
 - Social Media and other media coverage
 - Multidimensional communication plans for important items such as rate changes.
 - Denver Water received 370,000+ views in 2022. This number does not include pick-ups from other news media.
 - Have grown social media followers by more than 20,000 people since 2016.
- PFAS:
 - House Bill 1345, reducing the sale of items that release PFAS into the environment.
- Discussion
 - Charley asked about improving Denver Water communications with communities in the mountains and on the West Slope. Travis responded that Denver Water is working on stakeholder engagement to improve those relationships. Looking at how Denver Water can be in these communities in ways that best serves the community and the message, and improving the flow of communication both ways. Ashley added that Denver Water is using public survey data to improve engagement and relationships. Denver Water has started targeted communications with people living in specific areas, such as below Dillon Dam. They're always looking for suggestions on how to best engage with the community.
 - Jim asked if messaging around water usage during times of drought when Denver Water doesn't call for drought restrictions would be helpful and meaningful. Travis responded that, as the public messaging and campaigning changes and adjusts from mass comms to direct approaches, it is easy to feel like Denver Water isn't doing much around drought times. Charley added that it comes down to education.
 - Alan offered to speak to county commissioners and local government entities in Kremmling to share updates, as well as with local news and organizations.
 - Travis added that he hopes TAP can act as a news outlet for Denver Water that gets past some of the complexities that Colorado faces. He also asked for story ideas and suggestions.

Next Meeting

5:58p.m. – 6:01p.m.

- No December meeting.
- January annual planning meeting.
- The CAC typically hosts an in-person happy hour or lunch in December. Ashley will send out a doodle poll to see when might work best for people in December and January.

Adjourn

6:01 p.m.